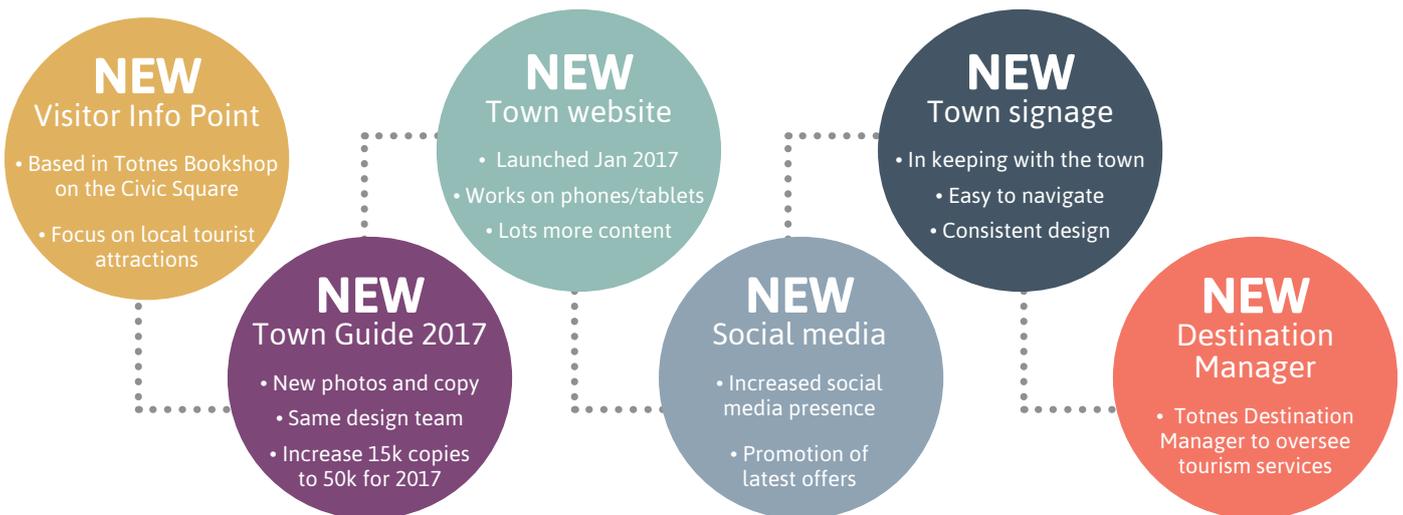




As you are now probably aware, there will be some changes from the end of August to how we support visitors and tourists in Totnes. We wanted to share with you our new tourism plan for 2017.

We have gathered feedback on the Town Guide, studied visitors to the town's website and listened to local businesses. With this information we have been working hard to find new ways to promote the town and keep up with trends which help us market Totnes in the most effective way.



For advertisers who are in the current 2016 Guide, please be reassured that for the rest of 2016 the Guides will still be handed out from the new Visitor Information Point and be distributed to TICs just as they are currently.

We hope you are as excited as we are with the latest developments and will support these changes by advertising in the Guide and website for 2017.

Catherine Marlton Deputy Town Clerk
assets@totnestowncouncil.gov.uk

Beautiful, informative Town Guide 2017

Year on year, the feedback on the Guide has been extremely positive and the Town Council has already commissioned Left Bridge, the same design team, to produce the new and improved Guide for 2017.



Gillian will be liaising with you to make sure you get the best out of your advertising space. A booking form will be emailed to you at the beginning of September.

Increased print run with a wider and more focussed distribution

Currently, 15,000 Guides are distributed in and around the South Hams. This will be increased to 50,000! A campaign is planned throughout 2017 to target strategic points including service stations, TIC's nationally and the London market.



The go-to website for tourists and locals alike

Your advertising package will include entry onto our brand new Visit Totnes website which will be launched at the beginning of January alongside the new Guide.

The new website will include accommodation, attraction listings and the What's On diary. New features will include mobile compatibility; venues and conferencing facilities to attract business visitors; and a new, modern format with current, stunning photography.

Destination Manager

The role of the new Destination Manager will be to market and promote Totnes and the surrounding areas as well as support local tourism businesses.



At the Visitor Information Point at Totnes Bookshop, visitors will be able to pick up copies of the Guide, leaflets for days out and attractions with a close focus on Totnes and the local area.

Getting the message out there

Increasing engagement with the website through channels such as Facebook, Twitter and Instagram. The aim will be to promote offers from various businesses and accommodation providers in the town as well as up-to-date information about upcoming events.



Signage

High on the list of improvements will be signs and noticeboards throughout the town to help visitors find their way to attractions and make the most of their time here. The signs will be more aesthetically pleasing, consistent in design and research is currently taking place to find out where these signs need to be positioned.

If you have any questions or feedback about the points mentioned in this letter, please don't hesitate to get in touch.